

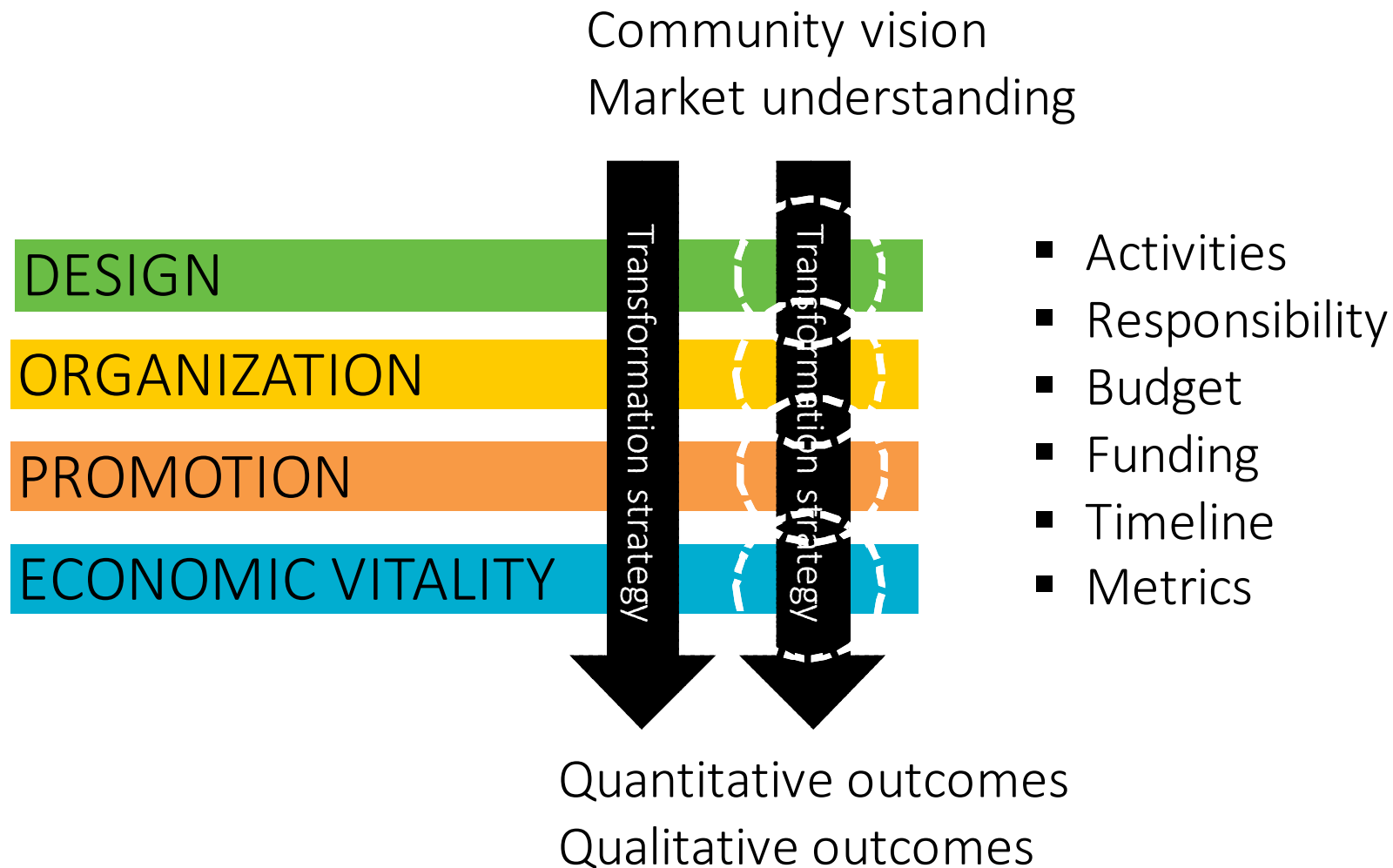






The  
transformation  
thing!

# Transformation Strategies





**MISSION!**

**FORMATION STRATEG**

**VISION!**

**GOALS!**

**OBJECTIVES!**



**THE MISSION THING**



“To strengthen the heart of [...] as the place to live, work, shop, and play.”



“We are a positive force working with our community, business, and property owners to preserve, enhance, and promote our historic downtown as a vibrant destination for residents and visitors to gather, shop, work, and enjoy.”

“Our mission is to promote downtown [...] as a vibrant commercial and cultural destination.”



“To inspire economic development, encourage historic preservation, and collaborate with public and private organizations for the benefit of downtown and our entire community.”







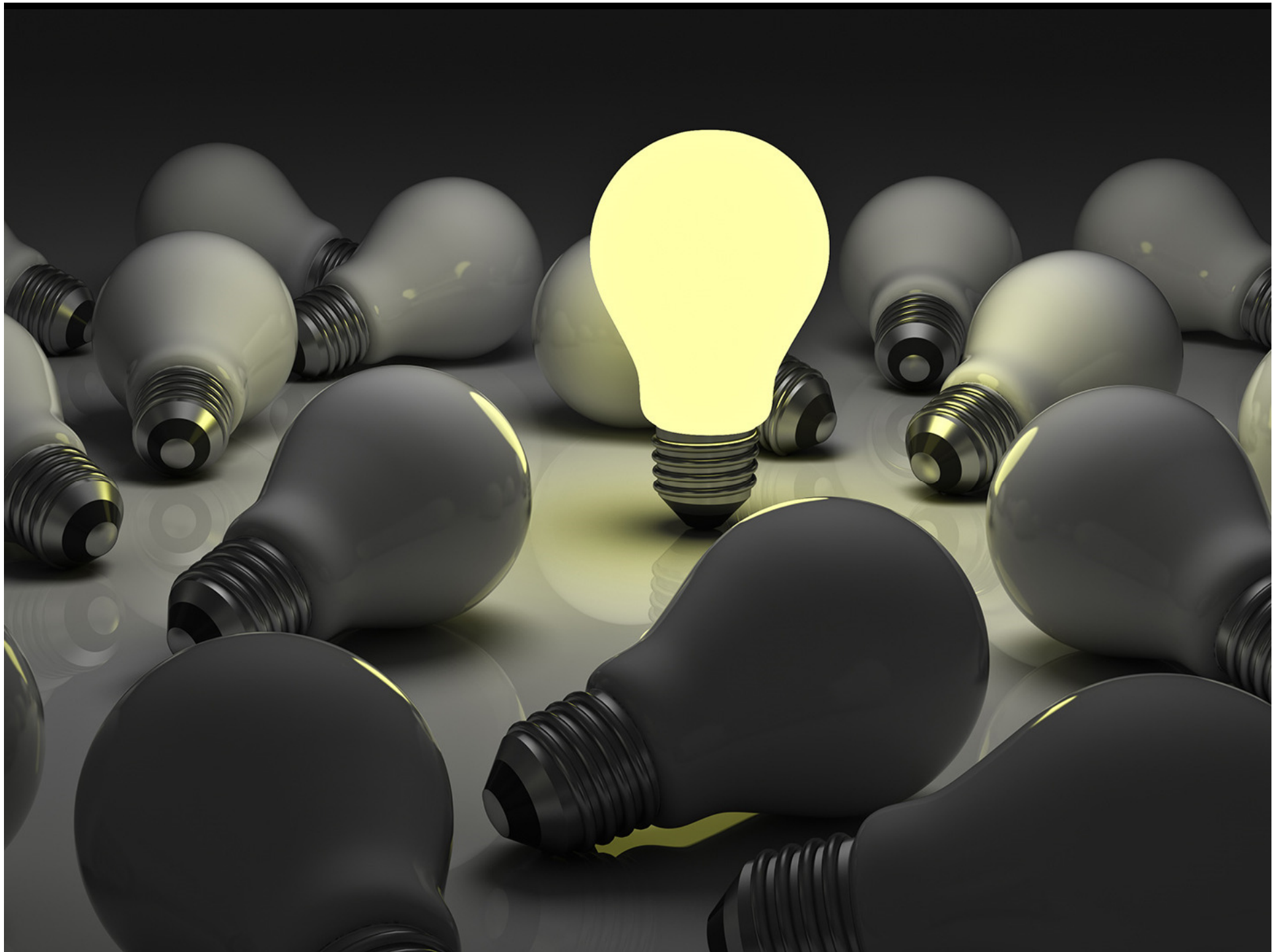












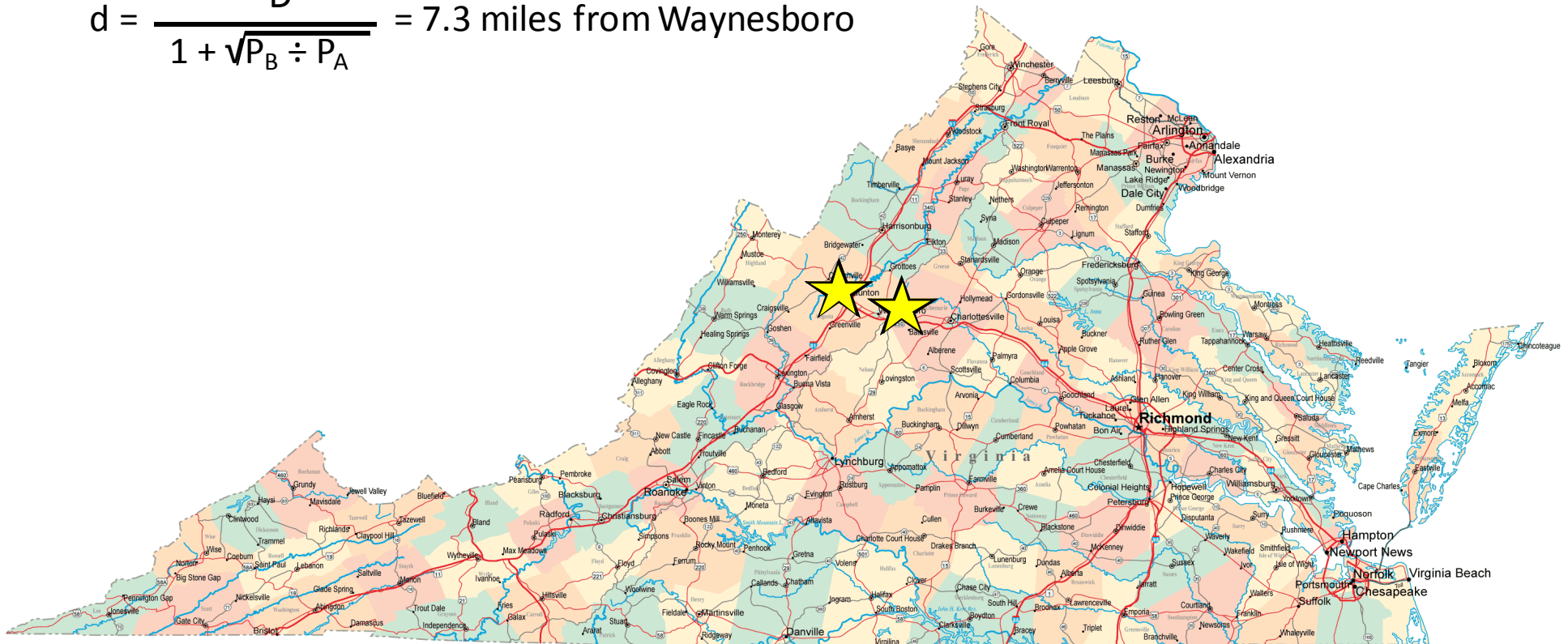
## Reilly's Law of Retail Gravitation

$$d = \frac{D}{1 + \sqrt{P_B \div P_A}}$$



**Staunton (pop. 23,746) to Waynesboro (pop. 21,006) = 15 miles**

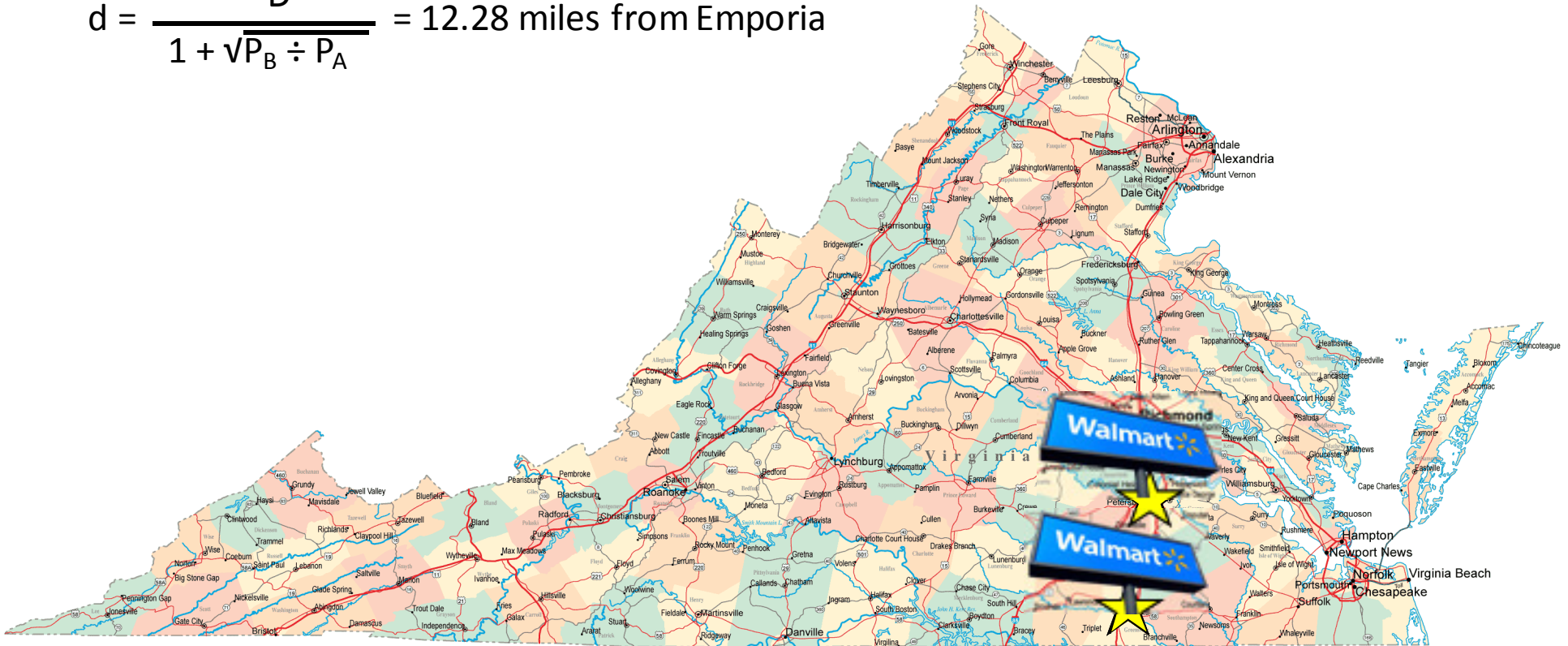
$$d = \frac{D}{1 + \sqrt{P_B \div P_A}} = 7.3 \text{ miles from Waynesboro}$$



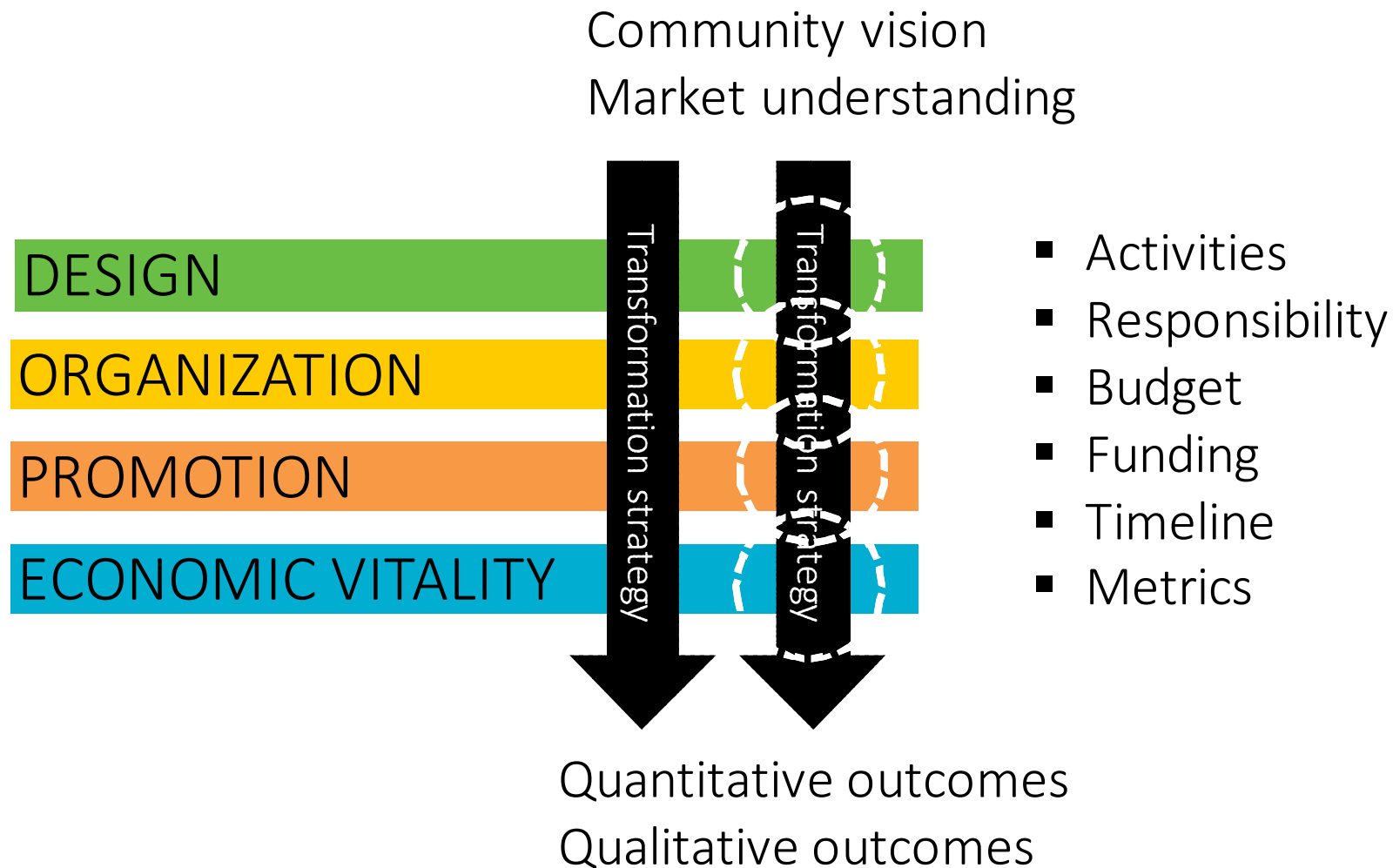


Emporia (pop. 5,927) to Petersburg (pop. 32,420) = 41 miles

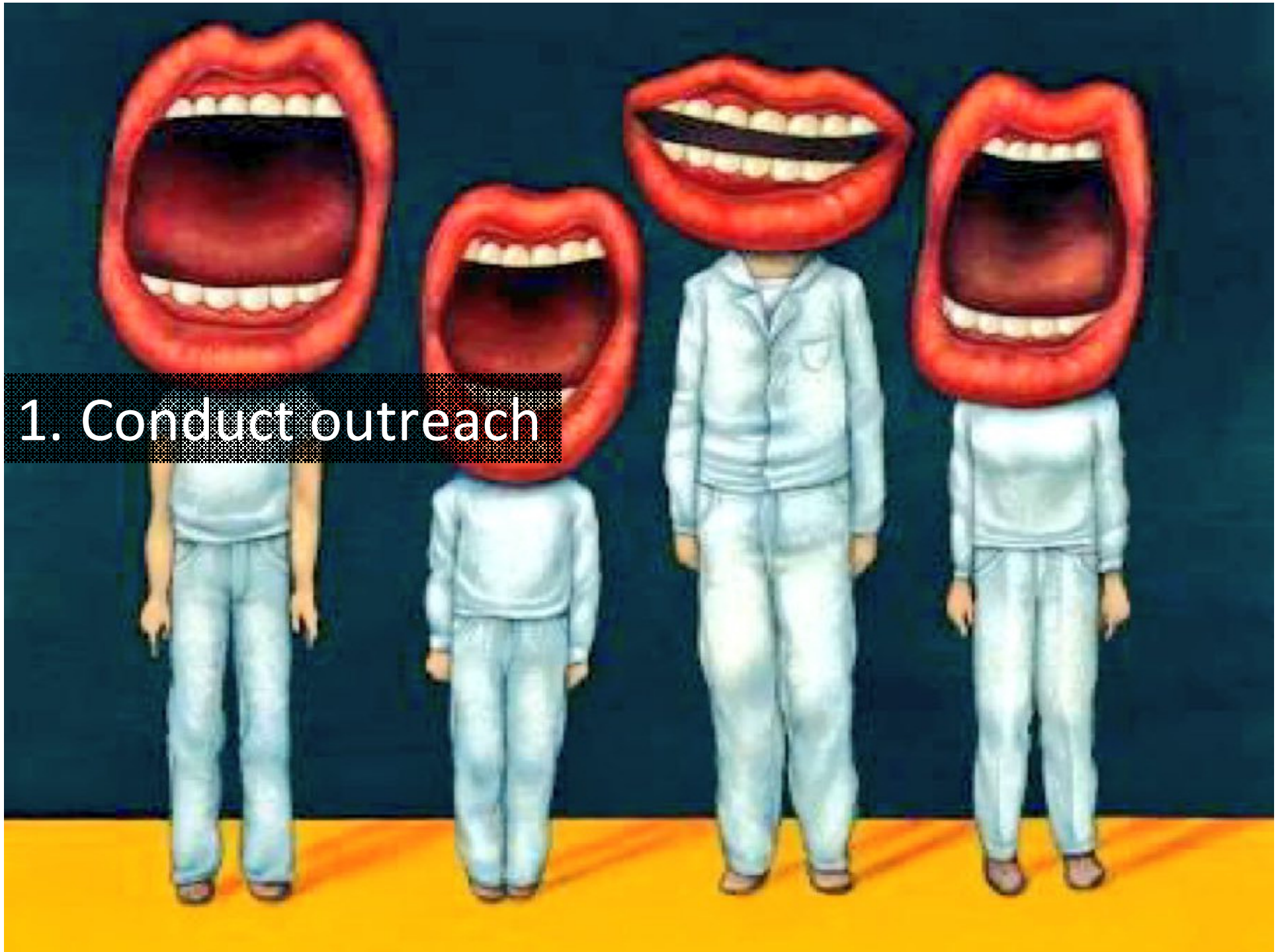
$$d = \frac{D}{1 + \sqrt{P_B \div P_A}} = 12.28 \text{ miles from Emporia}$$



# Transformation Strategies



# 1. Conduct outreach



## PUBLIC SURVEY:

- What three words come to mind when you think about downtown?
- Downtown would be better if ...
- Which downtown businesses do you most often patronize?
- Where do you live?
- Where do you work?
- How old are you?



## LEADERSHIP SURVEY:

Same six questions, plus:

- What are the biggest challenges facing the district?
- What opportunities do you think the district should pursue over the next ten years?
- What's working well with regard to downtown development?
- What isn't working well?

**Public survey:** What three words come to mind when you think about downtown Milledgeville?



Leadership survey: What three words come to mind when you think about downtown?











# MY MEMORIES of the POLARIS BUILDING:

LOOKINGFORLOVEAGAIN.COM



**TIKI COVE WINNERS** & view of the hills  
I remember drinking beers at the raven's roost bar on the top above the ice fog below.

A creepy old building for people to break into.  
Tiki Cove over-saturated this very short "creepy" feeling the view of FORT WAS ALL I REMEMBER - IT WAS GREAT  
AFTER HOURS BREAKFAST @ 530 AM

**BIG OIL LOOTS FAIRBANKS!**  
Mary Rudy Hill  
A lot of family memories showed here for 30 days waiting to have my son who will be 17 yrs.  
IN MEMORY OF MY GRANDFATHERS  
RUDY & JIMMY HILL  
JIMMY HILL UNCLE JACK HILL  
WHO BUILT THIS BUILDING  
WHO LOTS OF LOVE AND  
WORK  
JIMMY HILL - MAMMA  
CAMP HILL - REED  
JIMMY HILL  
TIM HILL  
JOHN HILL

I used to deliver the top floor restaurant paper to her just a big building in 2001  
WHERE'S MY MOMMY GHOST OF ROOM 303  
NEW hotel bring tourists downtown  
Ultra Energy  
Little change in the rooming but some happy faces & the TIME SQUARE THE VIEW!

**Looking FOR LOVE again**  
Remember PARTYNIGHTS BACK IN A BIG BETTER TIME FOR COOP Tiki Cove  
more chalk  
50 FLOOR NATIVES ONLY GYM/HOTEL  
GREEN SP



theater  
themed  
restaurant  
chalk  
- A HOME FOR VOLUNTEERS  
Use separate lines  
for other things or press  
against space in line  
USE IT!!  
CASH RESTAURANT  
public info.  
desk  
offices  
athletic club shops  
help desk  
stud.  
restaurant  
gr.

MY HOPES *for the* POLARIS BUILDING:

[illegible]

FOR IT TO LINE AGAIN!

NG:   
 KIDZ  
 BUSTERS  
 INDIAN  
 RESTAURANT!  
 BLAZZ  
 STAFF &  
 PARK!  
 dancing  
 ART  
 GALLERY  
 A place 4 ppl to live  
 their dreams & be happy  
 A dog hotel  
 Jack ~ 5%  
 Green  
 & house  
 Residents  
 Downtown  
 Mall  
 a gigantic mushroom  
 Farm  
 3- Floor  
 Skate  
 Park  
 By Nenech  
 The last thing we need  
 is another hour!  
 Here remain  
 A GOOD  
 NEIGHBOR  
 TO THE  
 BEAUTIFUL  
 CHANGING  
 BRICK BUILDING  
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 99th floor  
 100th floor





**I WISH THIS WAS**

A Bike Shop

[www.iwishthiswas.com](http://www.iwishthiswas.com)



**I WISH THIS WAS**

REAL SOUL  
Food something  
different

[www.iwishthiswas.com](http://www.iwishthiswas.com)

**I WISH THIS WAS**

My Art Gallery



[www.iwishthiswas.com](http://www.iwishthiswas.com)



**I WISH THIS WAS**

*owned by someone who cared*

[www.iwishthiswas.com](http://www.iwishthiswas.com)







## 2. Initial screening



Start a new market

Build on an existing cluster

Small potential market

Large potential market

Many competitors

Few competitors

Needs new buildings or infrastructure

Uses existing buildings or infrastructure



## A SUCCESSFUL TRANSFORMATION STRATEGY:

- Rooted in the community's vision for the district
- Based on a solid understanding of the district's economic opportunities
- Comprehensive implementation
- Measurable
- Provides guidance for 2-5 years

# TRANSFORMATION STRATEGIES:

- Customized strategies
- Catalyst strategies



# Catalyst Strategy: DOWNTOWN WORKERS + RESIDENTS



Focuses on developing a cluster of retail and retail-service businesses that fulfill day-to-day needs of nearby workers and residents – the things people tend to buy close to home or work.





# Who are the customers?

- People who work in the district
- People who live in or near the district

# What are the benefits?

- A “full-service neighborhood”
- Workers and residents can buy day-to-day needs close to where they work or live



# What are the trade-offs?

- Competitive sector
- Not differentiated
- Small trade area

# Some special considerations

- Most workers visit these businesses from 9-5
- Most residents visit these businesses in the evening
- Promotional events might need to be scheduled at lunchtime and at/after 5pm in order to meet workers' needs

# Potential products/services

Auto repair

Banks and credit unions

Barbers and hair salons

Bars

Convenience store

Daycare

Dollar stores

Dry cleaners

Fast food and “fast casual”

Gas stations

Hardware store

Laundromats

Office supplies stores

Pharmacies

Phone stores

Pizza

Prepared food stores

Printing and shipping

Sit-down restaurants

Supermarket/grocery store

Tailors

Take-out restaurants



## **CATALYST STRATEGIES:**

### CUSTOMER-BASED STRATEGIES

Workers and residents

Elder-friendly / aging-in-place

Family-friendly / family-serving

Millennials, hipsters, young adults

## **CATALYST STRATEGIES:**

### INDUSTRY, PRODUCT, OR SERVICE-BASED STRATEGIES

Tourists / tourism

Agricultural center

Apparel

Arts (performing + visual)

College town

Convenience goods + services

Entertainment + nightlife

Environmentally-friendly

Ethnic specialties

Food

Furniture / furnishings

Health + wellness

Knowledge economy

Manufacturing

Military installations

Sports + recreation

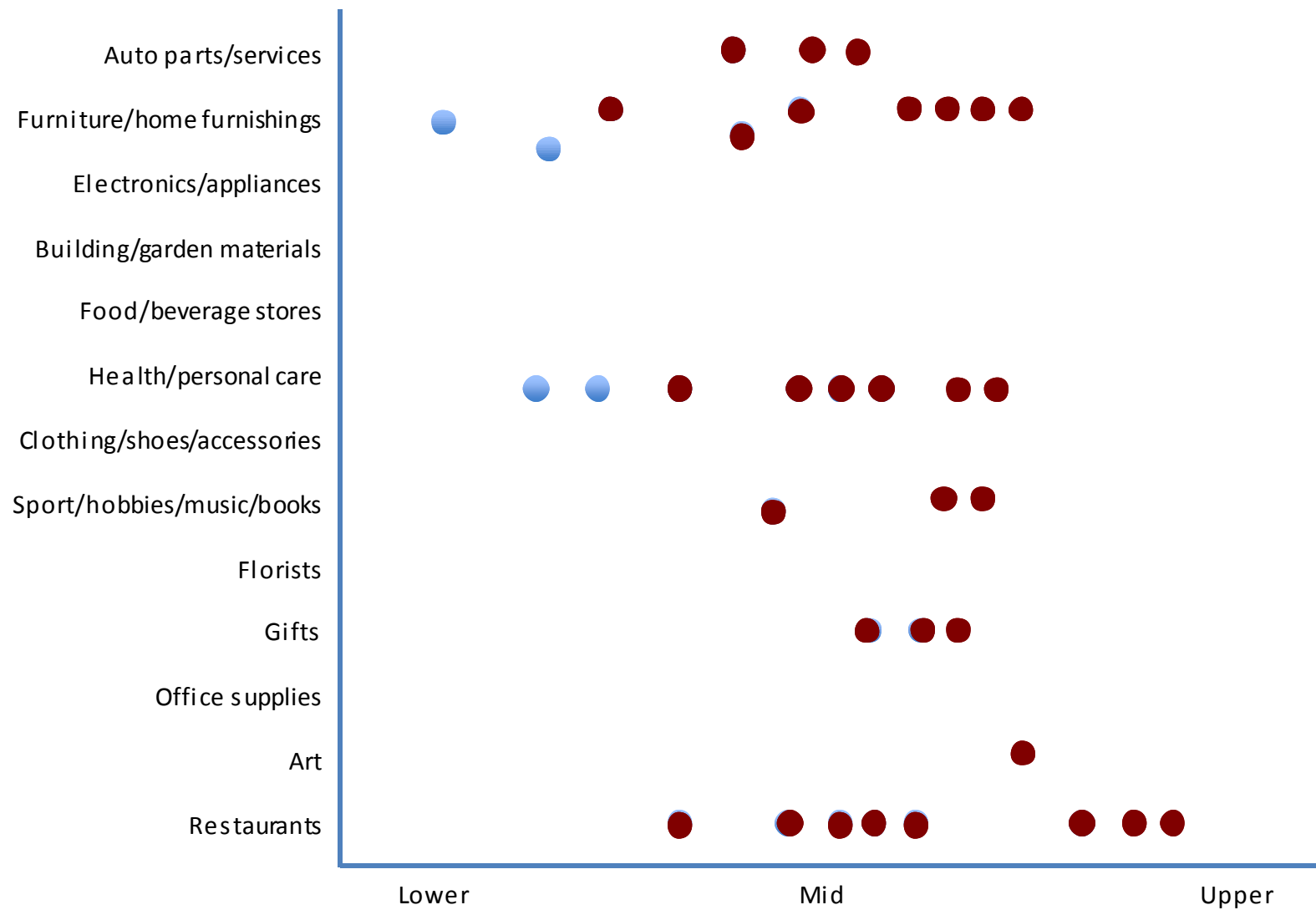
### 3. Market assessment





Know where you're starting from.

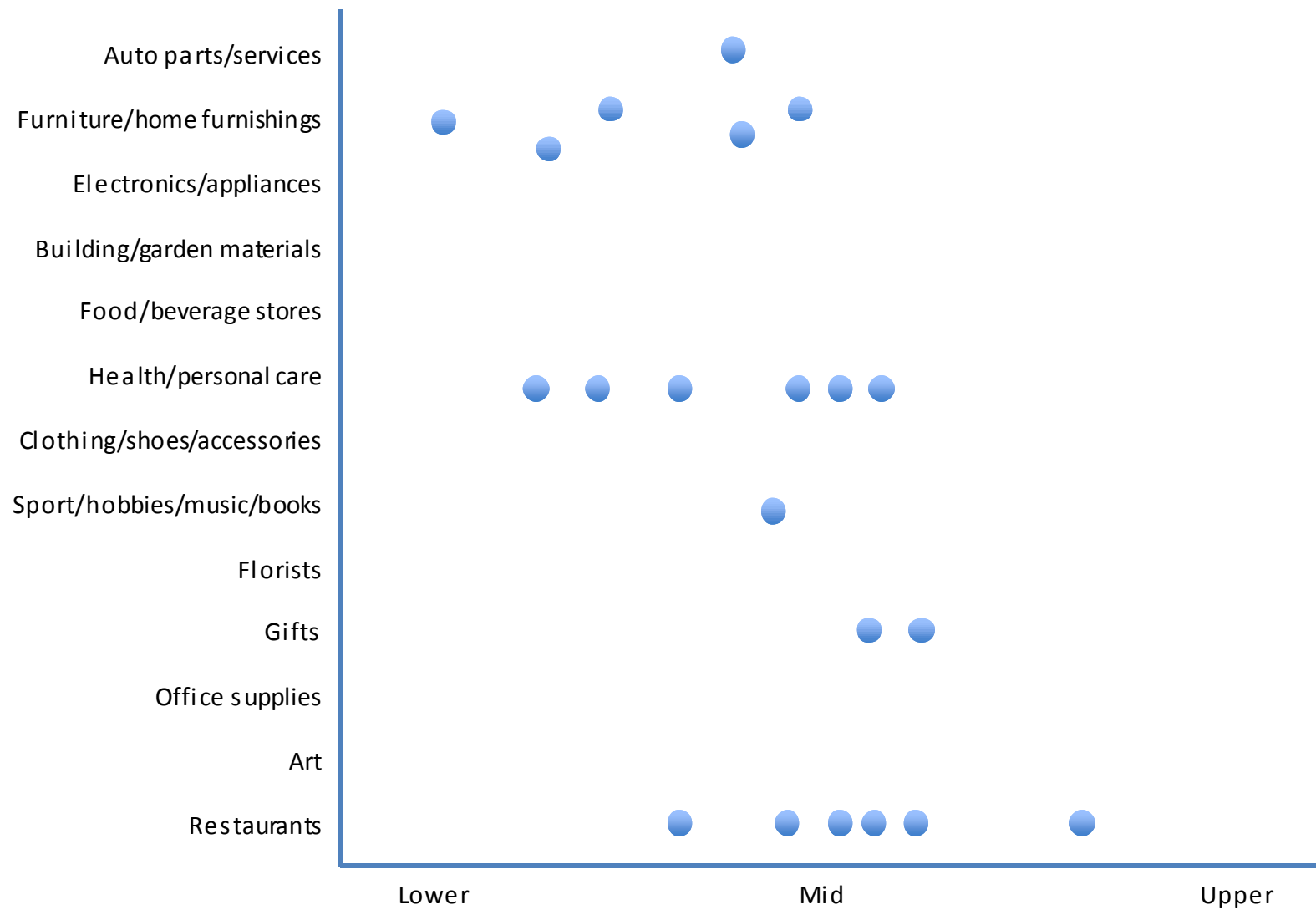
Know where you want to go.





## 4. Business inventory assessment





A man in a dark suit and tie is pointing his right index finger at a screen. On the screen, there are three circular icons arranged horizontally. The first icon on the left is a neutral face with two dots for eyes. The second icon in the middle is a happy face with two dots for eyes and a curved line for a smile. The third icon on the right is a sad face with two dots for eyes and a curved line for a frown. A semi-transparent black banner with white text is overlaid across the middle of the image.

5. Confirm your strategies

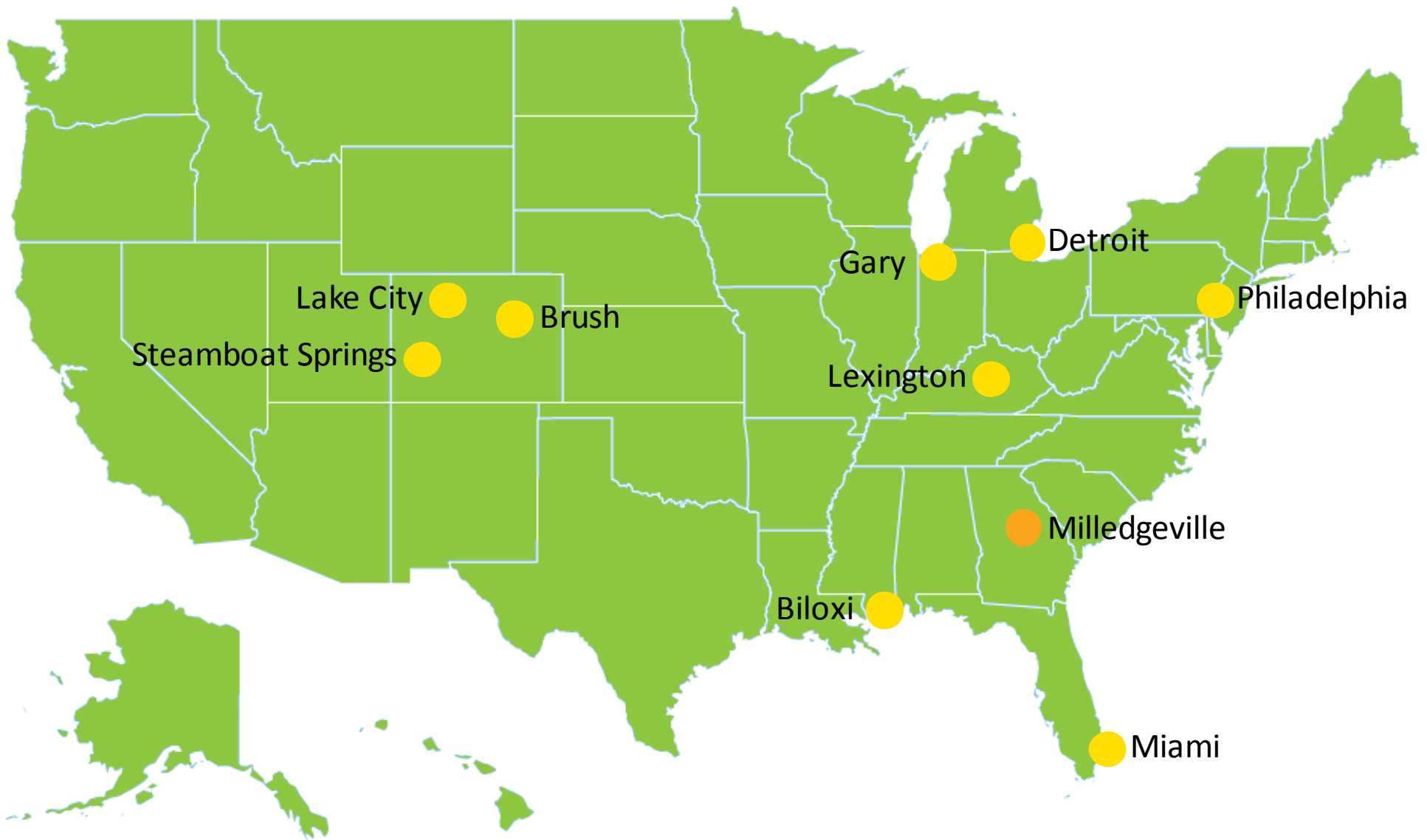






6. Spread the word

# Four-Point Refresh: Pilot sites



## PUBLIC SURVEY:

- What three words come to mind when you think about downtown?
- Downtown would be better if ...
- Which downtown businesses do you most often patronize?
- Where do you live?
- Where do you work?
- How old are you?



## LEADERSHIP SURVEY:

Same six questions, plus:

- What are the biggest challenges facing the district?
- What opportunities do you think the district should pursue over the next ten years?
- What's working well with regard to downtown development?
- What isn't working well?

## Some demographic characteristics

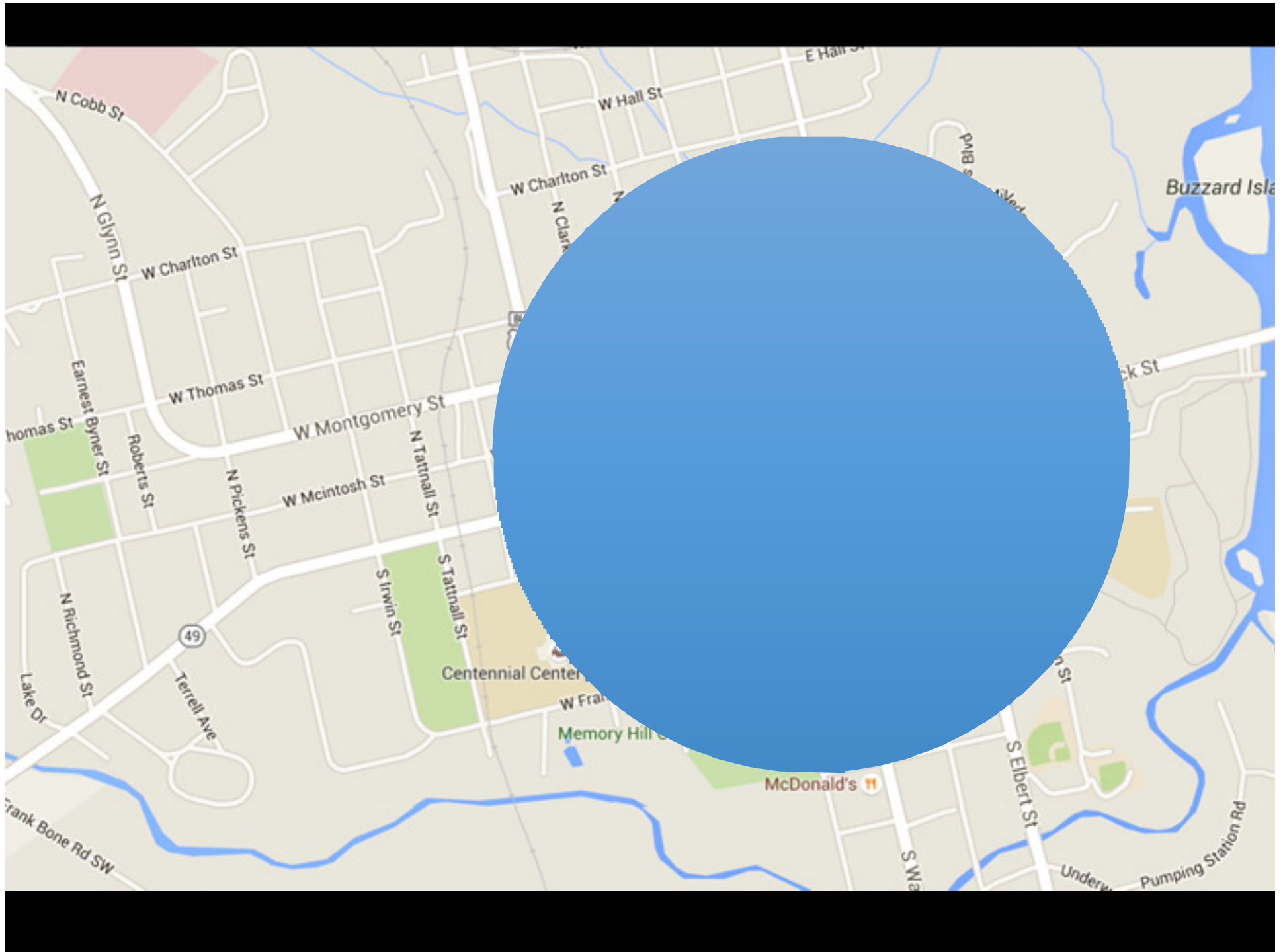
- Milledgeville's population decreased by 2.0% between 2010-2014.
- Median age increased by 1.5% in Milledgeville between 2010-2014 but decreased by 0.6% in the County.
- Based on Milledgeville's current household income demographics, every household is worth \$12,666 in retail buying power.
- In Baldwin County, every household is worth \$14,018 in retail buying power.

## Some demographic characteristics

- In 2014, 146 employed Milledgeville residents worked from home – a 132% increase since 2010.
- In Baldwin County, 307 residents worked from home – a 66% increase.
- Median household income decreased in both Milledgeville (21.8%) and Baldwin County (14.7%) between 2010-2014.
- The percentage of residents with high school degrees or higher grew by 11% in Milledgeville and 5.8% in the County.



Some downtown business characteristics

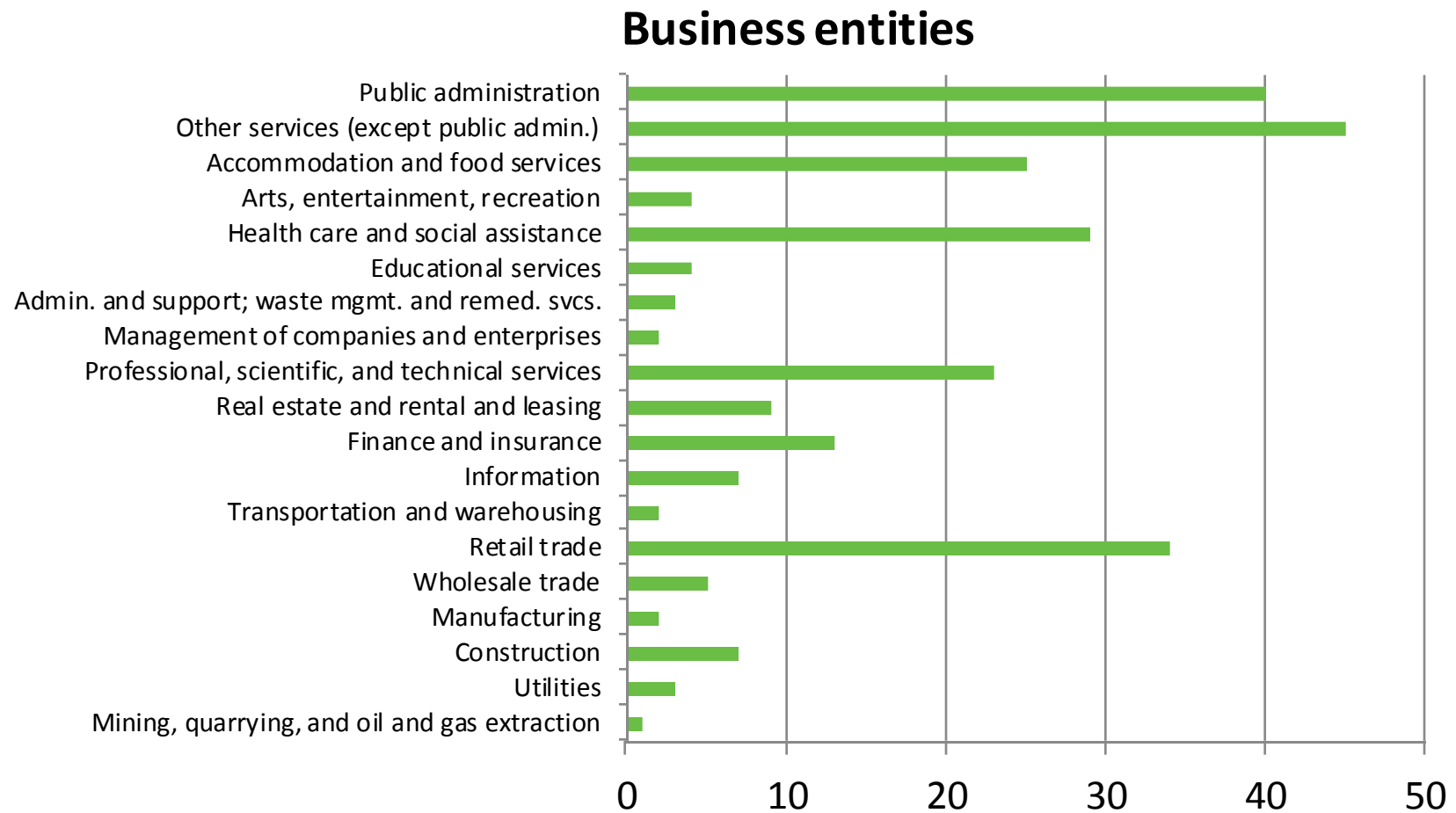


# Some downtown business characteristics

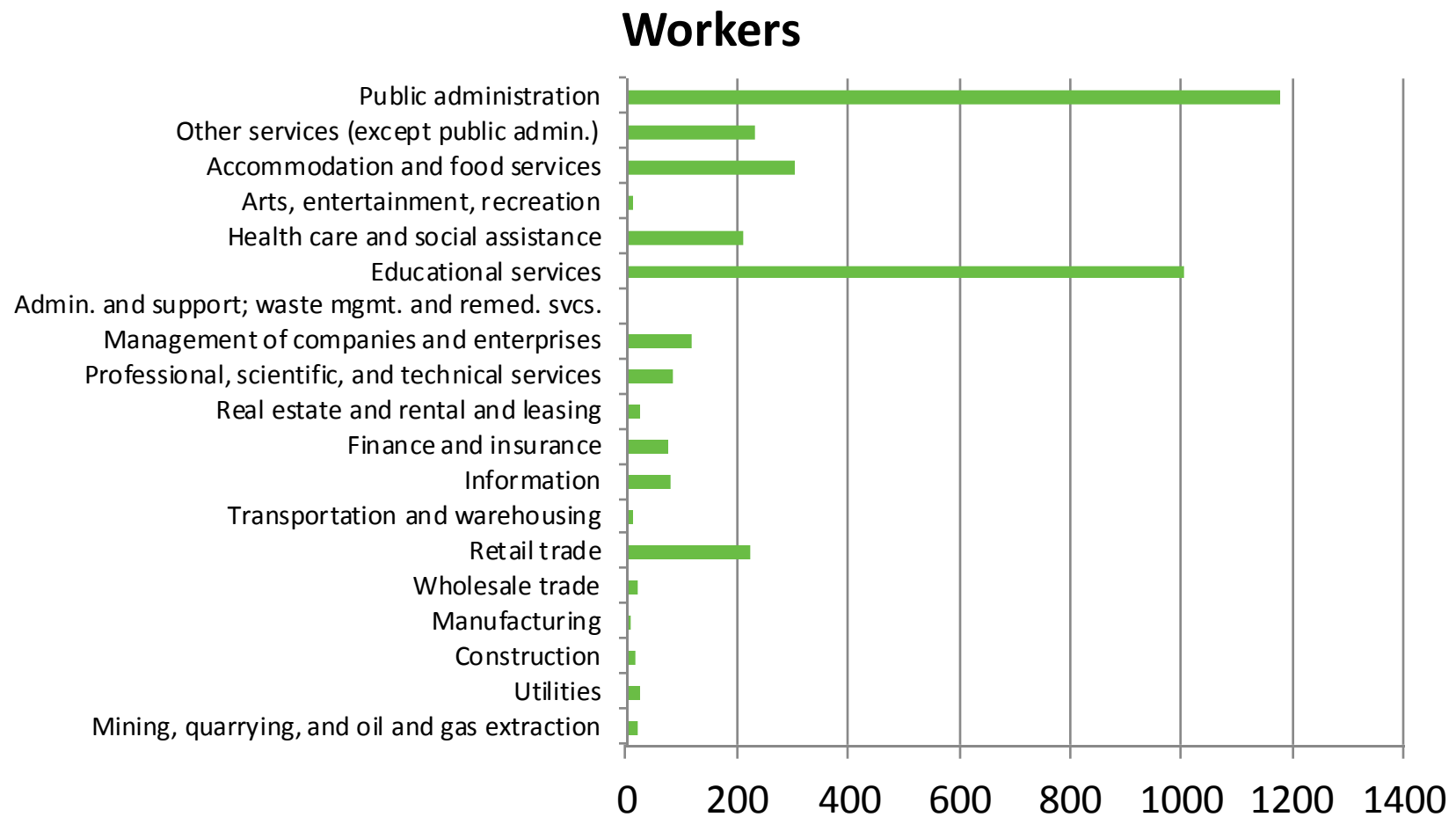
- 257 business entities
- 3,600+ staff
- \$258 million in annual sales
- “Public administration” is the largest employer (32.5%), followed by “educational services” (27.7%), “accommodation and food services” (8.3%), and “retail trade” (6.1%)



# Some downtown business characteristics



# Some downtown business characteristics



# Some downtown business characteristics

- 3,600 downtown workers represent approximately \$16.6 million in retail buying power\*

\* Based on Baldwin County's current average household size (2.60). Assumes that 85 percent of downtown workers represent unique households.

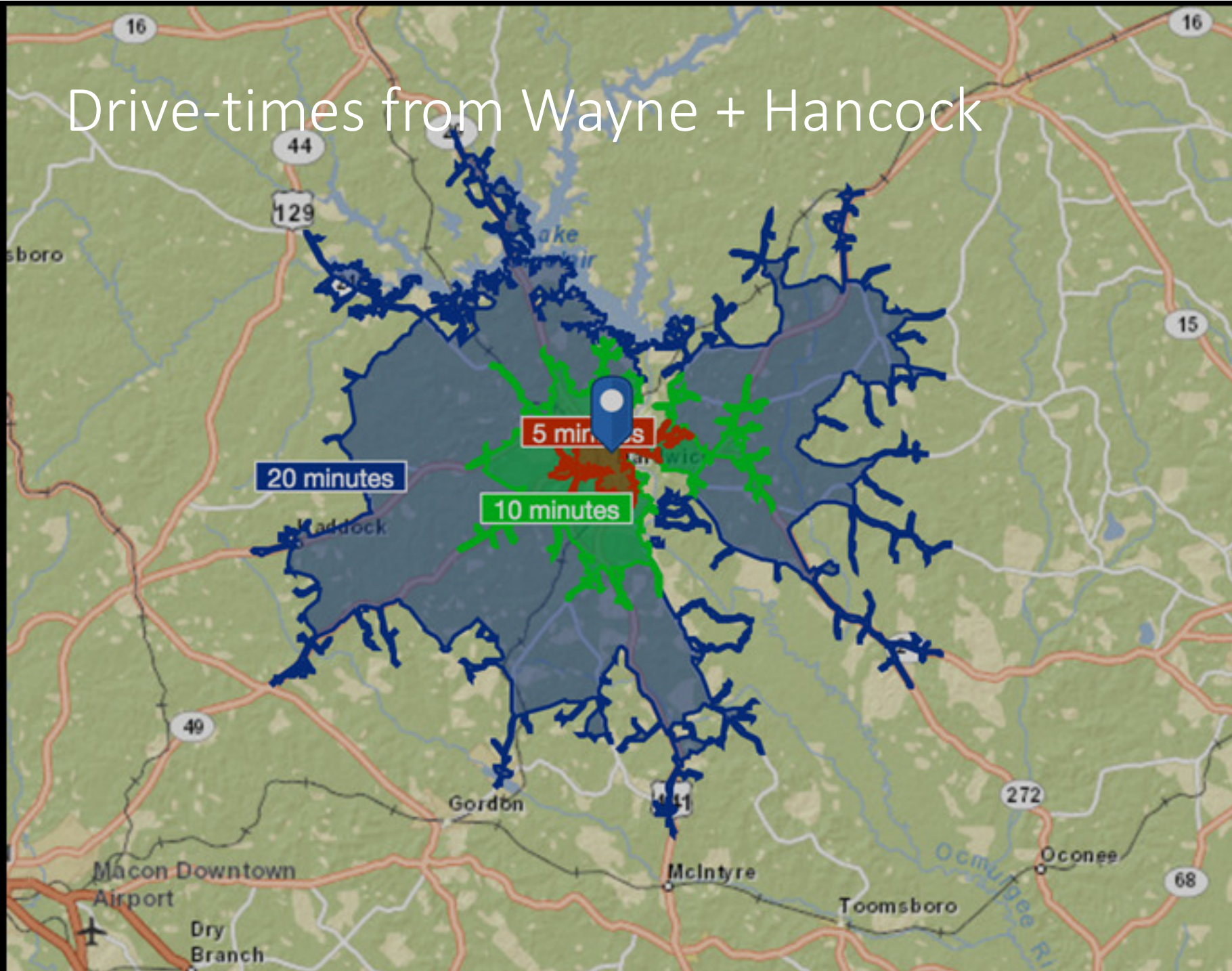


Sales void analysis:

# Sales void analysis

NAICS	Store category	Sales	Demand	Void
441	Motor vehicles + parts dealers	97,528,000	19,751,000	77,777,000
442	Furniture + home furnishings stores	12,385,000	2,206,000	10,179,000
443	Electronics + appliance stores	2,907,000	2,840,000	67,000
444	Bldg materials, garden equip., supply stores	13,811,000	2,853,000	10,958,000
445	Food + beverage stores	82,527,000	16,228,000	66,299,000
446	Health + personal care stores	16,135,000	7,338,000	8,797,000
447	Gasoline stations	45,636,000	11,059,000	34,577,000
448	Clothing + clothing accessories stores	9,738,000	6,141,000	3,597,000
451	Sporting goods, hobby, book, music stores	4,358,000	2,042,000	2,316,000
452	General merchandise stores	62,865,000	17,188,000	45,677,000
453	Miscellaneous store retailers	4,916,000	2,129,000	2,787,000
454	Nonstore retailers	5,762,000	6,116,000	(354,000)
722	Food services + drinking places	38,160,000	10,904,000	27,256,000
TOTAL		396,728,000	106,795,000	289,933,000

# Drive-times from Wayne + Hancock





# Sales void analysis: 5-minute drive time

NAICS	Store category	Sales	Demand	Void
441	Motor vehicles + parts dealers	719,000	1,428,000	(709,000)
442	Furniture + home furnishings stores	522,000	1,304,000	(782,000)
443	Electronics + appliance stores	39,795,000	8,342,000	31,453,000
444	Bldg materials, garden equip., supply stores	4,488,000	3,646,000	842,000
445	Food + beverage stores	40,593,000	5,808,000	34,785,000
446	Health + personal care stores	2,994,000	3,132,000	(138,000)
447	Gasoline stations	590,000	1,058,000	(468,000)
448	Clothing + clothing accessories stores	410,000	8,831,000	(8,421,000)
451	Sporting goods, hobby, book, music stores	1,269,000	1,088,000	181,000
452	General merchandise stores	2,570,000	3,080,000	(510,000)
453	Miscellaneous store retailers	13,773,000	5,492,000	8,281,000
454	Nonstore retailers	719,000	1,428,000	(709,000)
722	Food services + drinking places	522,000	1,304,000	(782,000)
TOTAL		122,307,000	54,334,000	67,973,000

# Sales void analysis: 10-minute drive time

NAICS	Store category	Sales	Demand	Void
441	Motor vehicles + parts dealers	1,890,000	3,555,000	(1,665,000)
442	Furniture + home furnishings stores	14,495,000	3,762,000	10,733,000
443	Electronics + appliance stores	70,890,000	21,353,000	49,537,000
444	Bldg materials, garden equip., supply stores	10,677,000	9,979,000	698,000
445	Food + beverage stores	46,315,000	14,993,000	31,322,000
446	Health + personal care stores	7,421,000	7,578,000	(157,000)
447	Gasoline stations	4,272,000	2,584,000	1,688,000
448	Clothing + clothing accessories stores	26,552,000	22,455,000	4,097,000
451	Sporting goods, hobby, book, music stores	5,058,000	2,857,000	2,201,000
452	General merchandise stores	5,594,000	7,887,000	(2,293,000)
453	Miscellaneous store retailers	32,480,000	13,557,000	18,923,000
454	Nonstore retailers			
722	Food services + drinking places	313,710,000	139,546,000	155,241,000
	TOTAL	346,190,000	153,103,000	174,164,000

# Sales void analysis: 20-minute drive time

NAICS	Store category	Sales	Demand	Void
441	Motor vehicles + parts dealers	3,667,000	8,267,000	(4,600,000)
442	Furniture + home furnishings stores	16,741,000	9,668,000	7,073,000
443	Electronics + appliance stores	100,094,000	49,903,000	50,191,000
444	Bldg materials, garden equip., supply stores	18,933,000	24,350,000	(5,417,000)
445	Food + beverage stores	53,561,000	35,250,000	18,311,000
446	Health + personal care stores	11,389,000	17,190,000	(5,801,000)
447	Gasoline stations	5,808,000	5,985,000	(177,000)
448	Clothing + clothing accessories stores	73,788,000	52,384,000	21,404,000
451	Sporting goods, hobby, book, music stores	6,568,000	6,864,000	(296,000)
452	General merchandise stores	6,661,000	18,780,000	(12,119,000)
453	Miscellaneous store retailers	46,240,000	31,371,000	14,869,000
454	Nonstore retailers	3,667,000	8,267,000	(4,600,000)
722	Food services + drinking places	16,741,000	9,668,000	7,073,000
	TOTAL	495,588,000	329,562,000	166,026,000



The leadership survey said:

A word cloud visualization of survey responses about downtown life. The words are arranged in a circular pattern, with "Beautiful" and "Vibrant" being the largest and most prominent. Other significant words include "Restaurants", "Life", "Historic", "Inviting", "Attractive", "Dining", "Shopping", "Variety Night", "Renaissance Activity", "Students", "Busy Core", "Bustling", "Revitalized", "Local food", "Unique clean", "College Retail", "friendly charming", "fun towny", "Pride great", "Diverse inviting interesting", "Friendly Great", "Traffic Parking Opportunities", "Small-business Entertainment Comfortable quaint Food College", and "Historical". The colors range from dark blue to light grey.

The **three biggest challenges** facing downtown are:

- Gaining community residents
- College traffic
- Need for more off-street parking
- Run-down vacant buildings with out of town owners
- Some properties need to be renovated/fixed
- Truck traffic through downtown
- Parking
- Parking/traffic
- Parking
- Lack of hotels/motels and meeting/convention space
- Parking
- Parking
- Log trucks, traffic danger

...



The **three biggest challenges** facing downtown are:

- Homeless
- Parking
- Parking issues
- Downtown image
- Need for a grocery store
- Trucks coming right through the middle of town
- More convenient parking is needed
- Space availability
- Vacant buildings
- 18-wheeler truck traffic
- Truck traffic
- Development outside the 100-blocks of Hancock and Wayne
- Lack of outdoor dinning ...

The **three biggest challenges** facing downtown are:

- Owner apathy towards building degradation
- Not enough boutique stores
- Getting family involvement
- Drinking
- Current city leaders/council need to think/act more progressively as it pertains to downtown
- Need strong local leadership with vision who are willing to push forward despite some vocal citizens who are satisfied with the status quo
- Lack of quality downtown hotel
- Diversity
- Renovation/repairs needed for occupied buildings

...

The **three biggest challenges** facing downtown are:

- Filling vacant spaces
- Lack of diversification in businesses – need to cater to all residents, not just a select group (i.e., college students)
- Getting all building facades restored
- A few buildings almost in blighted condition
- Aging trees and their danger to infrastructure
- Accommodating delivery trucks
- Need to expand downtown out a few blocks
- Business closures
- Student support of business is excellent but local community support could be better
- Limited retail offerings

...



The **three biggest challenges** facing downtown are:

- We need a strong plan for designating use of properties and, more importantly, we need solid commitment to enforce the plan(s) we do have
- Not pedestrian/bike friendly
- Façade enhancement
- Cultural arts/activities are stagnant
- Need for more diversity and inclusion, disability accessibility
- Loft living

What **opportunities** do you think downtown Milledgeville should pursue over the next decade?

- Becoming friendly
  - Replacing closed businesses
  - Hotel with conference center
  - Multi-use event space downtown
  - Require owners to fix or renovate poor-looking storefronts
  - Secure first rate hotel with conference facilities
  - Residential living areas
  - Redirecting traffic to make Hancock Street between Wayne and Wilkinson an open seating area that is pedestrian only
  - Re-route large truck traffic out of downtown
  - Further developing/expanding downtown boundaries beyond just a few streets
  - Expansion of downtown area
- ...

What **opportunities** do you think downtown Milledgeville should pursue over the next decade?

- Additional parking
- Expanded parking options
- Stricter/more enforced code towards downtown buildings
- Making Hancock Street pedestrian friendly
- Expanding downtown area
- Growing the core outside of the two main blocks of activity
- Becoming welcoming
- Parking deck
- Grocery store
- Small grocery/market type business
- Control and direct development intentionally, with a well-developed plan instead of simply issuing a permit to every developer who wants to build student housing

...

What **opportunities** do you think downtown Milledgeville should pursue over the next decade?

- Attract more specialty retailers, esp. grocer/deli
- Grocery store
- Bike share program
- Parking deck
- Purchasing, renovating, and/or restoring blighted buildings
- Reroute truck traffic
- Outside eating areas
- Rehab of back lots, alleys
- An official palette for building façade colors
- Reroute truck traffic
- Creating a town square
- Diversity of eateries

...



What **opportunities** do you think downtown Milledgeville should pursue over the next decade?

- Refresh look
- Walking tunnels for college students
- Need to attract investors for more revitalization
- Better promote the wealth of tourist destinations we have here
- Encourage more downtown residential opportunities
- Parking
- Create a community arts/cultural/conference center downtown, either in a renovated or repurposed space
- Safe bike/walk lanes
- Seeking to bring hotel/motel/convention accommodations to the area and to expand parking options
- Continue to diversify businesses

...

What's currently **working particularly well** with regard to downtown development?

- Businesses seem to be content
- Campus theater
- First Friday
- Mainstreet program
- Successful events/festivals
- Good mix of retail and restaurants
- Properties are slowly being renovated and storefront spruced up
- Marketing + promotion
- Restaurant offerings
- Local support
- Food and drink seem to do well in downtown
- Community engagement

...

What's currently **working particularly well** with regard to downtown development?

- The increase in a mixture of businesses and downtown living
- The variety of events held such as First Friday, the Farmers Market, Deep Roots Festival, and the Hometown Celebration that draws residents and visitors to the area
- Private development of existing buildings
- I think the Boost program helps downtown merchants enhance their businesses
- BOOST grants for signage, façade rehabs
- Business longevity, unity/cooperation among business owners
- Great housing
- The City workers are doing a great job keeping downtown clean and pretty

...

What **isn't working** particularly well?

- Not welcoming
- Parking
- We have had a couple of very successful development projects, but we need more and we need to find ways to attract and incentivize investors/developers
- “Living out” the city planning we have on the books (enforcing it). Strong, motivated leadership with a BIG vision to move us forward.
- Increasing the critical mass of shops – still a lot of vacancies
- Marketing and development of buildings that are vacant or in need of repair
- I can't think of anything negative

...



What **isn't working** particularly well?

- Parking problem (perception or not)
- Parking
- Signage and wayfinding
- Support from city council representative for the downtown district; code/enforcement for building degradation; designated parking for business owners
- Students crossing at the cross walks. They hold up traffic and it backs up.
- Creating mixed living areas (students and professionals)
- Not sure, very positive vibe for downtown currently is exciting

The public survey said:

**Public survey:** What three words come to mind when you think about downtown Milledgeville?



**Leadership survey:** What three words come to mind when you think about downtown?





Downtown Milledgeville would be better if:

- Trucks were rerouted
- More parking and a few more shops
- Parking was better
- More parking
- There were more book stores.
- We decorated the storefronts of the abandoned buildings
- More diverse retail businesses
- Parking were more adequate especially during school sessions
- More vacant buildings would be occupied by stores/restaurants
- More parking

...

Downtown Milledgeville would be better if:

- Downtown covenant needs to be put into place so that business/property owners are held accountable for any cosmetic updates to the appearance of their buildings. Anything that is an eyesore to the public would have to be fixed or updated or would be fined equivalent to an HOA.
- We changed Hancock not so much heavy traffic
- More late night food options/outdoor seating downtown
- We had more and more convenient parking
- More retail businesses
- Downtown restaurants sold coffee, beer, wine and food on the sidewalks, like in Paris, France. An atmosphere of arts, interest, friendly people.

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Downtown Milledgeville would be better if:

- They brought in some chain stores for example Foot Locker nothing against mom and pop stores
- Revitalize more than just "Main Street", there are others places that need refurbishing
- The area on Wayne Street on the bakery side were cleaned up more
- Could expand to all close streets parking was improved, especially on weekdays when GCSU is in session.
- Have more things for kids
- It was more diverse with different types of businesses and activities for all ages, races, and genders

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Downtown Milledgeville would be better if:

- Beautification of other points of entry....i.e....River bridge, N Columbia 441 .....make them more appealing, welcoming
- the city took note of the survey done a few years ago which indicated that residents wanted to see M'Ville/Baldwin Co re-branded as a community for retirement
- Heavier traffic, such as logging trucks, were diverted off Hancock and if there was 1-2 child friendly businesses.
- Added a good fresh burger joint and more shopping. Get business in empty buildings
- WE HAD A SOUP/SALAD RESTAURANT
- If they had First Friday events all year around

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Downtown Milledgeville would be better if:

- There was more outdoor seating; rather it's for restaurants or benches. I love the white lights around the trees (Christmas lights) and think it dresses up downtown. I would love to see an option to adopt a median and have more landscaping.
- I LOVE downtown Milledgeville, but wish the store hours were more advertised and easier to see from the road.
- Parking laws where enforced to reduce student parking in downtown area / Increased lighting at crosswalks.
- Cigarette smoking stations were not located right outside the door of every restaurant.
- Easily accessible by bicycle

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Downtown Milledgeville would be better if:

- There was more parking! And if there were more restaurants, more variety.
- More retail
- It had more shopping ideas for all people. It's selection of stores is not good at all.
- It catered to young adults with kids. had clothing for people over 25 (men and women). Had a rent-able room for parties, banquets or meetings.
- Parking wasn't such a problem
- There were more parking and outside cafes
- People would stop for pedestrians

...

Downtown Milledgeville would be better if:

- If First Friday was more like a block party (the main strip was blocked off) and had vendor set ups and booths and live bands outside on a stage of some sort.
- There were businesses in all the buildings. The west side of South Wayne street is too vacant.
- There were more parking
- Capital City was closed permanently
- Easier access. More parking. Outdoor restaurants. Big trucks rerouted.
- Every empty space was occupied.
- Better parking

...

Downtown Milledgeville would be better if:

- More daytime parking, less underage drinking
- Parking
- More parking
- Our unemployment rate wasn't so high; therefore, the businesses could make more money by having more patrons.
- there were businesses.
- It were larger
- If there were more outdoor eateries
- If there was another parking structure/more parking, larger variety of shops, shops other than places to eat/drink with late hours- most people don't get off until 5-6pm.

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Downtown Milledgeville would be better if:

- Better parking
- Another restaurant like Aubry Lane. Night life for the 45+group.outside dining.
- Historic Preservation would allow for modern growth. They inhibit development and 'out of the box' concepts.
- Weekly events instead of monthly events
- It were easier to park (not with meters)
- We had more upscale restaurants
- Bring in people other than students or those who live right there... Expand. ADVERTISE! PROMOTE! Existing promotions set the bar WAY too low.

Downtown Milledgeville would be better if:

- Space for a community arts center for live theatre and music not related to either college. Homeowners in the historic district felt more a part of downtown. Meaning if we are aware of upcoming events or themes of first friday in advance we could also decorate our porches, etc. Directional signs on each corner for the shops, this would help wayne, wilkinson and greene street shopkeepers.
- We had a greater variety of shopping and restaurants
- If it had a splash park/play ground area. Yogurt shoppe. Brewery.
- some of the panhandlers were a little less aggressive - most are fine but you do run into some which can be annoying

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Downtown Milledgeville would be better if:

- Sign ordinance
- The business on South Wayne St. would get fixed. Seeing grass and other things growing inside the building looks Very bad.
- We had more parking
- More buildings were refurbished, need more different types of shops
- It was more pedestrian friendly.
- There were healthier food options! And a local bookstore!
- There were more clothing shops
- There was a little more green space
- Parking were easier

...

Downtown Milledgeville would be better if:

- More density shops to include service intensive merchants - butcher, baker, hardware, shoe repair, fish/sporting/lake centric, co-op of crafts/arts
- More shopping options
- Better parking
- There were less cars and more pedestrians in downtown.
- There were less beer bottles/ broken glass in public parking deck area behind Hancock St
- There was no on street parking and much less car and truck traffic.
- There was better lighting/security late at night

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Downtown Milledgeville would be better if:

- More outdoor seating, more specialty shops, tea shop, places to sit and read (inside and outside)
- Do not, not, not begin parking meters – will deter downtown visits when there is already little reason to go downtown on an average day.
- Stable businesses with more variety were available
- More welcoming for dogs. Most restaurants do not welcome dogs.
- Art and more parking
- There was a movie theater that showed independent/smaller films that are not available in the regular movie theater

...

Downtown Milledgeville would be better if:

- Merchants would not take up parking spaces
- Empty buildings were occupied
- Truck traffic gone
- Parking meters were installed
- Store front improvements
- Bird poop cleaned up from roosting in building eaves
- We had a public bus system
- More parking, more stores, and a restaurant like Panera (coffee, wifi, lunch foods)
- Big truck traffic could not use main street but be rerouted around the downtown district

Downtown Milledgeville would be better if:

- More businesses that serve a variety of everyday needs (grocery store)
- We had more parking and trees
- Business owners would leave behind the mentality that they can only employ GCSU students
- More parking, stores appropriate for families
- More focus was placed in the area park
- Outdoor café style dining
- Empty property was filled
- More shops
- Ice cream parlor were back

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Downtown Milledgeville would be better if:

- Outdoor dining options
- There was more parking. Sometimes I leave because I can't find a parking space.
- The trucks were rerouted
- There were more family oriented places
- It had more contemporary shopping
- It had more shops
- More restaurants for lunch and dinner – another upscale restaurant, a coffee shop open all day, boutique shops
- Recycling was available and large trucks were rerouted
- They had more events

...



Downtown Milledgeville would be better if:

- There were more interesting shops – fabric stores, another breakfast restaurant, a library
- There were outdoor seating for restaurants
- More places to hang out (outdoor seating, places to use a laptop), more kids spaces (splash pad, park), a small general store so I don't have to choose between downtown and Walmart
- Parking for handicapped – when you can't walk, another spot down the street doesn't help.
- The lofts and empty buildings were bought, renovated, and used
- We had more investors interested in rehabilitation projects
- More promotion of the history of the city

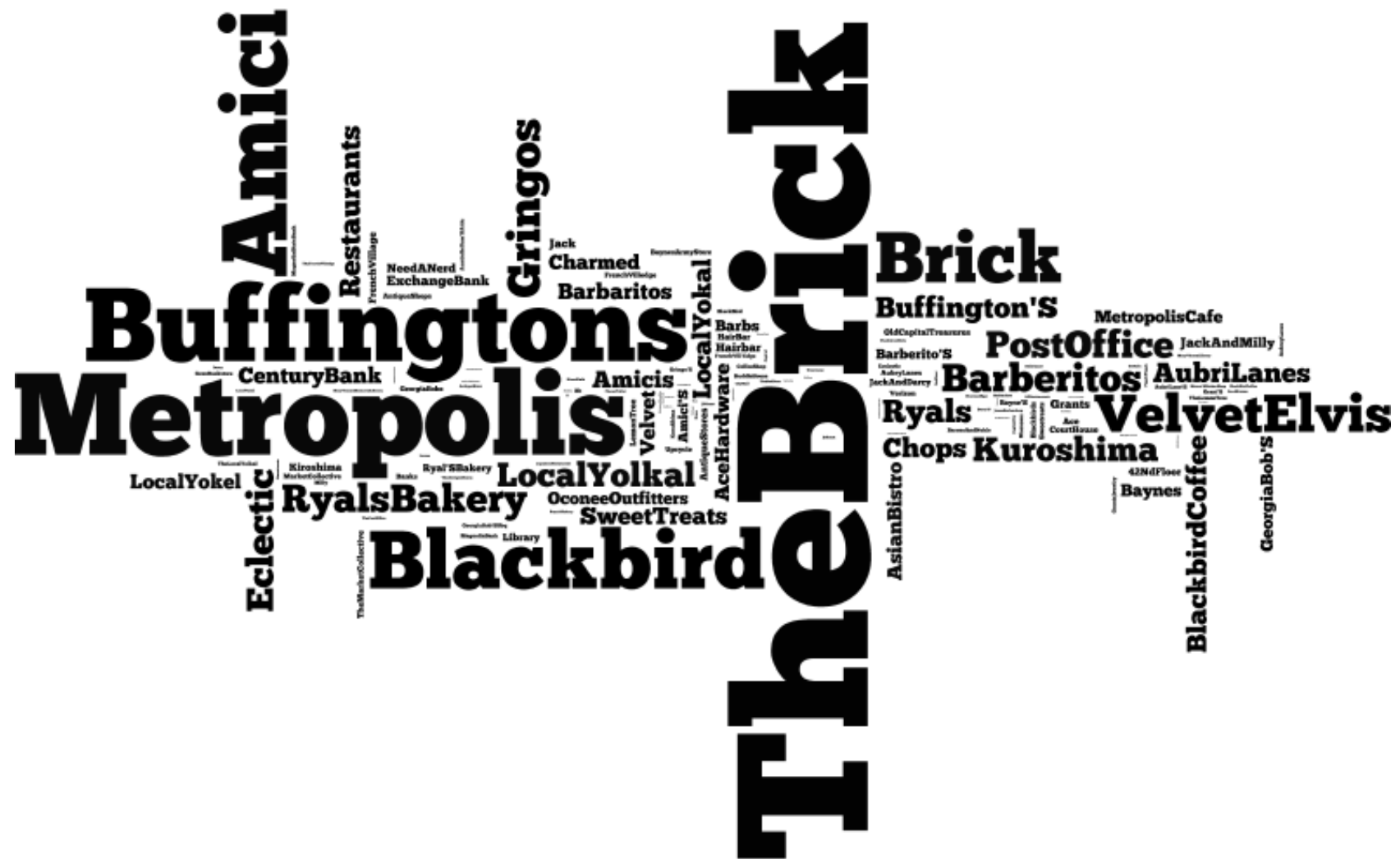
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Downtown Milledgeville would be better if:

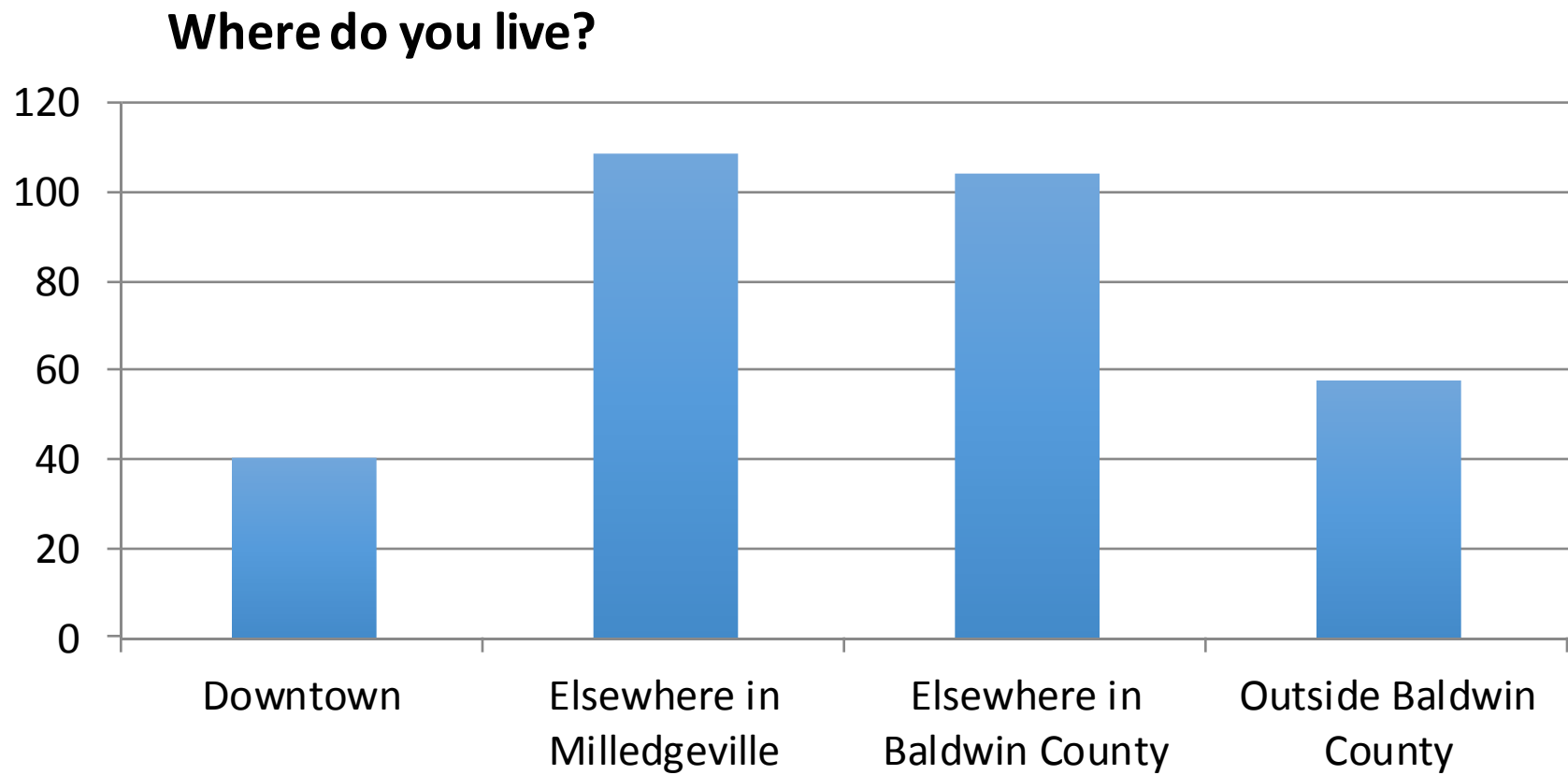
- The city would enforce existing ordinances to protect historic single-family neighborhoods (and stop cutting trees down)
- We detoured traffic around downtown to remove the hazard of log trucks and traffic and allowed patio and café style dining
- There were big trees like in Greenville SC
- The city ENFORCED ZONING ORDINANCES
- All shops were locally owned and operated
- The drainage system was improved
- More restaurants/bars
- There were a few more specialty stores (clothing)
- If it were bigger and had more! Needs more stores. Needs to become more like Athens.

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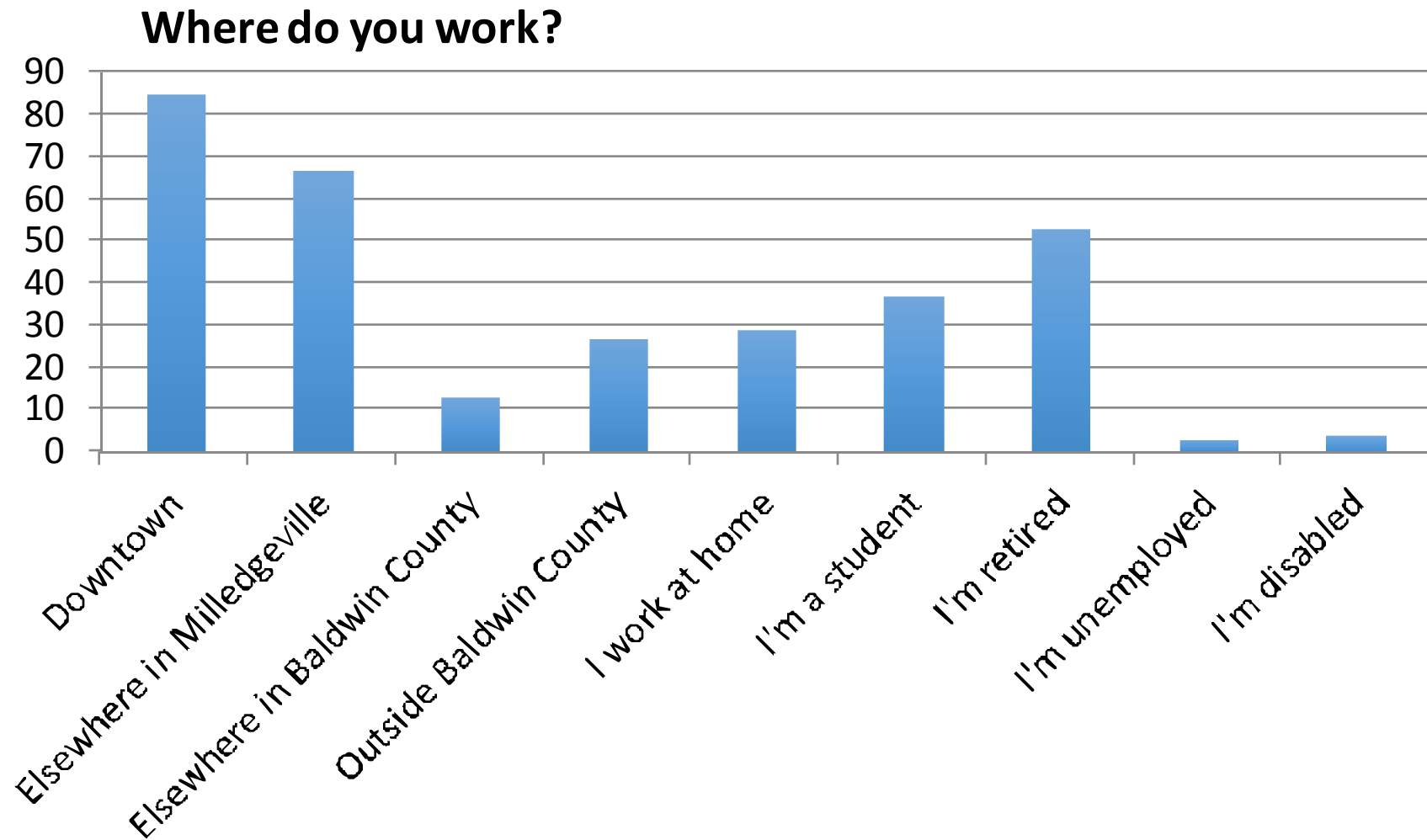
Which businesses do you **most often patronize** in downtown Milledgeville?



## Survey demographics

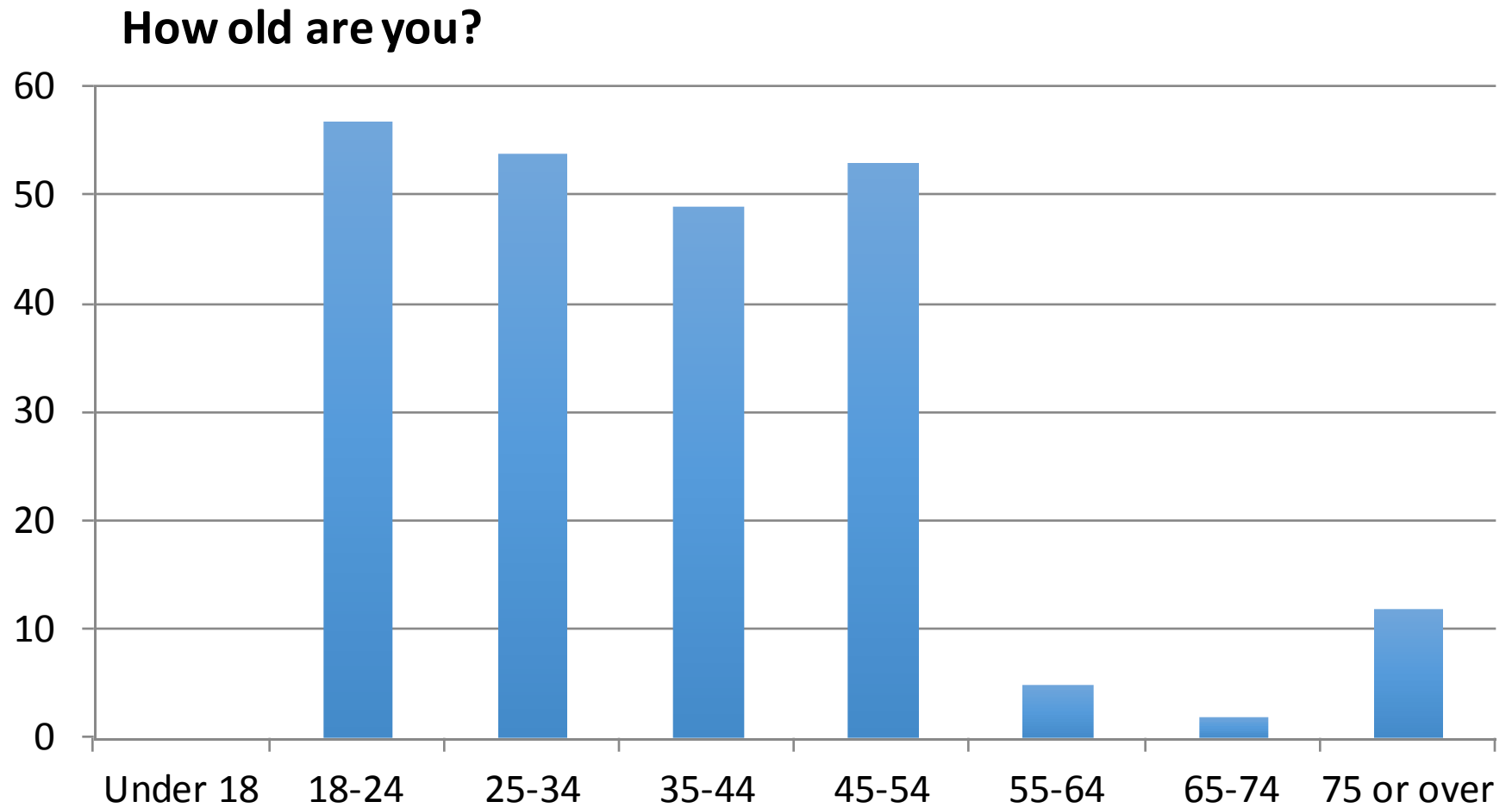


## Survey demographics





## Survey demographics







# south side

LOCAL DEVELOPMENT COMPANY

1982 - 2012

## *"Farewell and Thank you"*

*to the South Side after 30 years of Service*

**280+**  
new businesses

**230+**  
storefronts renovated

**980+**  
new homes constructed

after SSLDC built the  
first 100+ new homes  
in over 40 years

**70%**

decrease in retail vacancy  
since 1982  
from 45% vacancy to now  
around 13% vacancy

### Dear Fellow South Sider,

The South Side Local Development Company was formed in 1982, at a time when the closing of the LTV steel mill had devastated the South Side's economy. The South Side was suffering from the growing pains of an economic change. Almost half of all East Carson Street storefronts were vacant and boarded up.

The neighborhood began to stabilize as a result of South Side Local Development Company's early work and the decisions of some pioneer businesses to open up in South Side. Through 30 years of reinvestment, reinvention, and the hard work of many public, nonprofit and private partners in business and property development, the South Side's real estate success story is unparalleled.

“

It's tough to remember  
the neighborhood as  
once having many  
vacant storefronts

”

**Bob Gradeck**  
former SSLDC Board Member

Today, South Side is home to a mix of creative businesses, cafes, restaurants, art galleries, theater, and retail shops. South Side's East Carson Street is recognized as a local and national historic district, being the longest extant example of Victorian commercial architecture. The LTV steel mill site is now the South Side Works development – a national case study for urban, mixed-use development of an abandoned brownfield site.

Although the neighborhood has ongoing difficulties with social behavior and clean & safe service capacity, our community has much to be proud of.

